



Case Study of ROCKLAND Maine



Summary:

The City of Rockland, Maine's Public Works and Transfer Station, led by Public Works Director Todd Philbrook, transitioned to NovoGov for streamlined work order management, fleet operations, and citizen complaints. With a team of 20 dedicated employees, the department implemented NovoGov, enhancing efficiency and service delivery across streets, stormwater management, trash removal, and facility maintenance. This switch has empowered the city to optimize work, improve response times, and elevate overall operational effectiveness.

Before NovoGov: Disconnected Systems & Limited Visibility

Prior to adopting NovoGov, the City of Rockland's Public Works Department relied on two separate systems: one for work orders and asset tracking, and another for fleet pre-trip inspections. While functional, these tools lacked flexibility and created more work:

- **2 Disconnected Systems:** Separate platforms for work orders, fleet, and inspections created extra work to manage and report on data.
- **Clunky Reporting:** The old system lacked robust reporting. Generating insights or cost breakdowns for city leadership was time-consuming or not possible.
- **Inventory Inaccuracies:** Inability to adjust or reconcile stock inventory levels (like oil filters or culverts) led to cluttered and unreliable data.
- **Limited Customization:** Making system changes or improvements required vendor support or was not possible at all.
- **Low Staff Adoption:** With some staff not comfortable using computers, usability was a major challenge.
- **Manual Workarounds:** At one point, they reverted to using spreadsheets just to track day-to-day tasks.

"We just stopped using our old work order system - it became so cluttered and inaccurate we had to build an Excel sheet just to keep up," said **Todd Philbrook, Public Works Director**.

After NovoGov: Unified, Tailored and Efficient:

With NovoGov, Rockland's Public Works team gained an all-in-one solution tailored to their daily operations. The department now manages work orders, inspections, fleet, inventory, and citizen complaints, all in a single, easy to use system that is accessible from anywhere.

(cont. on back)



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Key Improvements:

- **Customization at Every Level**

The NovoGov implementation team worked with Public Works and used the built in configuration wizards to quickly build the platform “from the ground up” for Rockland’s specific workflows—including adding custom fields, simplifying pre-trip inspections for non-technical staff, and tailoring forms for transfer station, streets, fleet, and more.

- **Centralized Reporting & Cost Tracking**

NovoGov provides real-time visibility into labor hours, materials, and project costs—empowering staff to produce instant reports for city leadership, budget presentations, and council meetings.

- **Faster Response and Accountability**

Citizen complaints are logged and assigned with automatic reminders to ensure timely follow-up. Mobile access allows staff to document and close out tasks in the field—with photos, notes, and time tracking—all linked to the work order in real time.

- **Flexible Support & Continuous Improvement**

“The Novo Support Team has been phenomenal. Every time I’ve thrown a curveball at them, they found a way to make it work.”

Results

| Challenge | Before NovoGov | After NovoGov |
|-----------------------------|---------------------------------------|--|
| Fleet Inspections | Separate app | Integrated with work orders & vehicle tracking |
| Inventory Accuracy | Unreliable, cluttered, hard to update | Easily adjustable with user-friendly controls |
| Reporting | Limited or nonexistent | Customizable, instant reporting with cost insights |
| User Adoption | Resistance due to complexity | Simple, mobile-friendly interface |
| Customization | Rigid and inflexible | Fully configurable by city staff |
| Response Time to Complaints | Manual tracking and follow-up | Automated reminders and closure tracking |

“NovoGov works REALLY well for us. It’s easy to enter data, easy to look up complaints, and flexible enough that it can be tailored to match exactly how we operate. The support has been phenomenal, and it’s saving us time across the board.”

Todd Philbrook — Public Works Director — Rockland, Maine

YOUR SOLUTION



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